

ABSTRACT OF THE DISCLOSURE

A print control method performs print processing in an optical operation mode that is automatically determined in response to a print request from an application program. The print control method queries a user about evaluation of print speed or the result of printing obtained in the print processing, and obtains a response to the query. When performing print processing in response to a later print request, the operation mode is determined based on the response. The print control method generates print data in intermediate condition which is not dependent on a particular page description language, and performs print processing based on the result of analyzing the print data.